

# good going

Travelchoice in Peterborough

Your

# TRAVELCHOICE

in Peterborough

*good going* Newsletter  
Issue 20 November 2009

Your city, your move!

Welcome to the November *good going* newsletter! The newsletter aims to keep you up to date with all sustainable transport news, information, events and new good going discounts. Those with email access can sign up to receive the new improved interactive e-newsletter. If you would prefer to be sent the newsletter electronically, please email [Travelchoice@peterborough.gov.uk](mailto:Travelchoice@peterborough.gov.uk).



## New patrons!

Since the last newsletter we have been working hard to sign up new patrons

to the *good going* scheme and we are pleased to announce these

recent additions;

**Richardsons Cycles (10% off cycling accessories)** – Located in Queensgate shopping centre

**Willowbrook Farm (10% off all food and drink)** - Why not cycle to the Granary at Willow Brook Farm and try their famous all-day

breakfast in beautiful local countryside. The Granary is located just off Route 63 of the National Cycle Network and is close-by to parts of the Green Wheel.

**National Express** – have put their support behind the good going scheme and will be running competitions periodically.

## Be bright use a light

As the nights are drawing in and the temperature begins to drop some cyclists may be returning their bicycles to the shed, but for those that continue the legal requirement to have front and rear lights is being emphasised during November. Travelchoice and the Cambridgeshire Constabulary will launch a campaign aimed at reducing the amount of people cycling without lights in Peterborough. Sustainable Travel Officer for Travelchoice, Matthew Barber said "We want to encourage people to continue to cycle throughout the winter, but making sure they are visible to all road users is vital. This campaign aims to highlight that it is simply not acceptable to cycle in the dark without lights, without discouraging

people from returning to unsustainable modes of transport."



As a *good going* special offer we have 10 sets of cycle lights to give away. All you need to do is answer the question below and send your answer to Travelchoice, contact details overleaf.

**When were the first police bicycles purchased?**

**1896, 1885, 1917 or 1939**

## Cycle training gift vouchers

Buying a bike for Christmas? Why not include a lesson with Travelchoice's excellent adult cycle trainers, 1hr gift vouchers can now be purchased for £15. Contact the Travelchoice team for more information, contact details overleaf.

## Leisure cycling guides



We will soon be launching six leisure cycle guides, each guide will contain a route of between 7 – 14 miles and

information on the different parts of Peterborough you cycle through. Watch this space for a launch date.

# Walk to School Week follow up



More than 30 primary schools from across Peterborough joined forces with Peterborough City Council to celebrate the benefits of walking to school. Children and their parents ditched the car to mark National Walk to School Week, which ran from 12 to 16 October. This time, the theme was 'Count Me In' and aimed to encourage children to measure how much physical activity they do during the day.

# Travelchoice Week summary



This year's Travelchoice Week was centered on the I SAVE campaign. Posters and billboards around the city featured local people from businesses, schools and the city council showing how much they save, be it money, calories, time or CO<sub>2</sub>, by travelling sustainably. On Thursday 17 September a Cycle Maintenance Workshop for Women was held at Peterborough Regional College. Attendees were shown how to perform a basic cycle health check, fix a puncture and make adjustments to gears and brakes. True to tradition, Travelchoice organised another Top Gear style challenge. This time the pairs cycled, drove, and caught the bus from Peterborough Museum

to Ferry Meadows Country Park. The cyclists laid the gauntlet down with a phenomenal time of 17 minutes 25 seconds.

# Bus review



A review of some council-subsidised Local Link bus services is currently taking place. The outcome of the review is not yet known but will be subject to the council's scrutiny and democratic process. The review is exploring improvements to bus services; this may include replacing low usage bus services with more flexible, demand response services. Should any changes be recommended as part of the review further communication and advertising of any changes to the Local Link services will take place prior to the changes being made.

# Travelchoice Centre

Peterborough City Council's Travelchoice Centre has introduced new opening times. The centre will

now close for lunchtime between 12.30pm and 1.30pm on weekdays. The Centre will continue to open at 9am Monday to Saturday, but it will close at 4.30pm on weekdays and 3.30pm on a Saturday.



# Text & Go

Every bus stop flag in Peterborough is marked with

a unique seven-letter code. Key this into a mobile phone and send to 84268 to obtain information on the next available scheduled services from that stop. Return messages cost 25p to receive. Plans are underway to link Text & Go to provide 'real time' information of bus movements on selected routes.

You can find all the codes on-line at [www.travelchoice.org.uk](http://www.travelchoice.org.uk) or pick up a Text & Go leaflet from the Travelchoice Centre in Queensgate bus station.

# Park and ride

This year's Christmas Park and Ride services have been announced. There will be a Saturday and Sunday service operating and there will be a £1 charge for the service. The Saturday park and ride service begins on 14 November and runs until 19 December. Sunday services run from 15 November to 20 December.

Saturday services will be operated by Stagecoach and Sunday services will be run by Paul James. The services operate from Diligenta car park in Lynchwood and from Perkins car park.

For further information, please call 01733 747474 or visit [www.travelchoice.org.uk](http://www.travelchoice.org.uk)



# Contact Travelchoice

[travelchoice@peterborough.gov.uk](mailto:travelchoice@peterborough.gov.uk)

01733 747474

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Peterborough PE1 1TN

# WIN a £15 coach voucher with Shaws Coaches

Shaws is a family owned and managed partnership which has been running since 1922 where the best possible service and quality has always been their aim. With an excellent team of professional drivers, experienced office staff and the personal attention of the

partners they can take care of all your travel requirements.

Their day excursion programme offers a huge variety of outings to cities such as London, Coventry, Sheffield as well as tours to popular shows such as Disney on Ice and the Strictly Come Dancing arena tour.

**For your chance to win a £15 Shaws coach voucher, simply answer the question below:**

Which reality TV show tour have Shaws run trips to in the past?

- A. Strictly Come Dancing
- B. X factor
- C. Big Brother

E-mail your answer to: [travelchoice@peterborough.gov.uk](mailto:travelchoice@peterborough.gov.uk) or send to: Travelchoice, 3rd Floor Midgate House, Midgate, Peterborough PE1 1TN